

Two great performers: You and

AUERBACH DATA PROCESSING MANAGEMENT

Now ... you can try the total management information source
for DP executives, free!



Data Processing Management focuses on every area of interest to you.

This bimonthly-updated reference provides more comprehensive coverage of DP management issues than any other source. The following table of contents gives you a good indication of the information you get from Data Processing Management. Please note ... this is a constantly-updated service. New reports are continuously added through supplementation.

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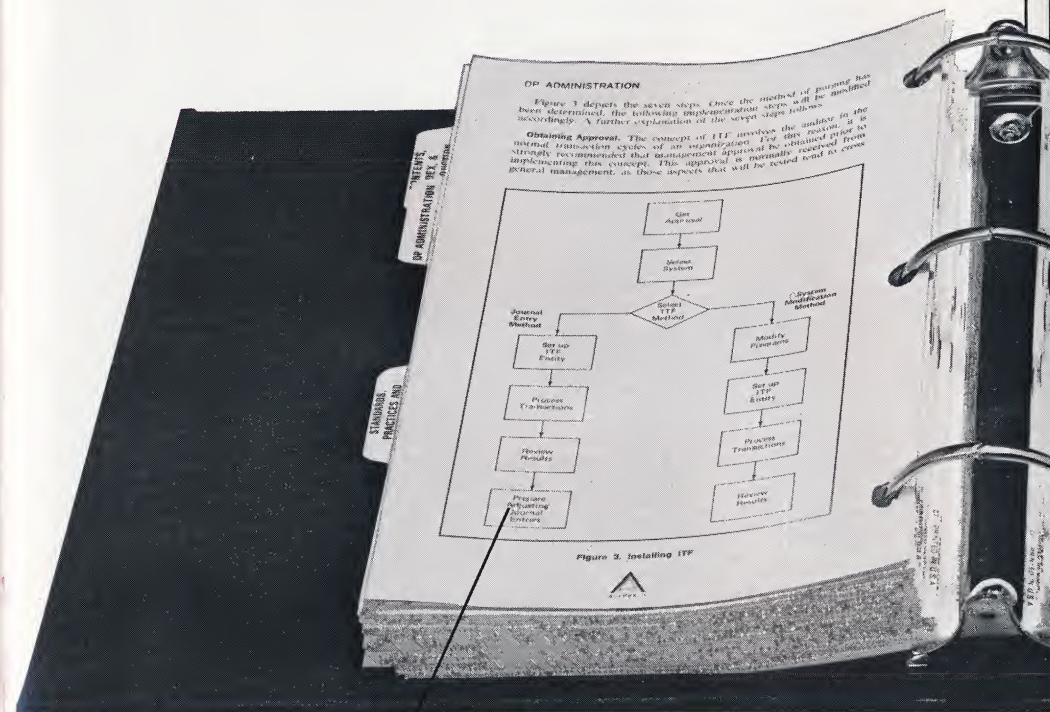
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Charts, Graphs and Tables illustrate ideas and give you "at-a-glance" representations of key points.

Total management information for

Questions DP executives ask most about Data Processing Management:

Q. How will this service help me perform to my maximum executive potential?

A. By complementing your skills and experience with solid, "how-to" information on management techniques and developing technologies. There is no more dynamic professional environment than yours. Data Processing Management helps you maintain continued growth both in terms of general management skills and as a DP professional.

Q. Will Data Processing Management help me enhance the profitability of my organization?

A. Yes. This reference delivers information that you can use every day to increase operational efficiency and to avoid the entire spectrum of problems that can result in "down time". Every decision you make impacts your organization's profit picture. Data Processing Management makes you an even better decision-maker.

Q. Are the vital areas of security and privacy covered in Data Processing Management?

A. Yes. Reports included in this service help you perform realistic risk assessment and construct an effective contingency plan. Additionally, you get important facts about the latest security techniques such as cryptography.

Q. How will this service help me select hardware and software that meets my organization's requirements?

A. By making sure that you are always aware of trends in the marketplace (this is where regular updates are **really** important), and by giving you solid criteria on which to base your selections. Among the many important reports are a checklist for evaluating minicomputer vendor policies and criteria for selecting a data base management system.

Q. Can this service help me solve personnel problems ... especially excessive turnover?

A. Yes. Data Processing Management helps you implement personnel policies that are aimed at controlling turnover. You get invaluable information, specific to your environment, on topics such as evaluation, testing, motivation and leadership.

Q. To what extent does this service address the issues of standards, practices and documentation?

A. These topics are covered in considerable detail. Data Process-

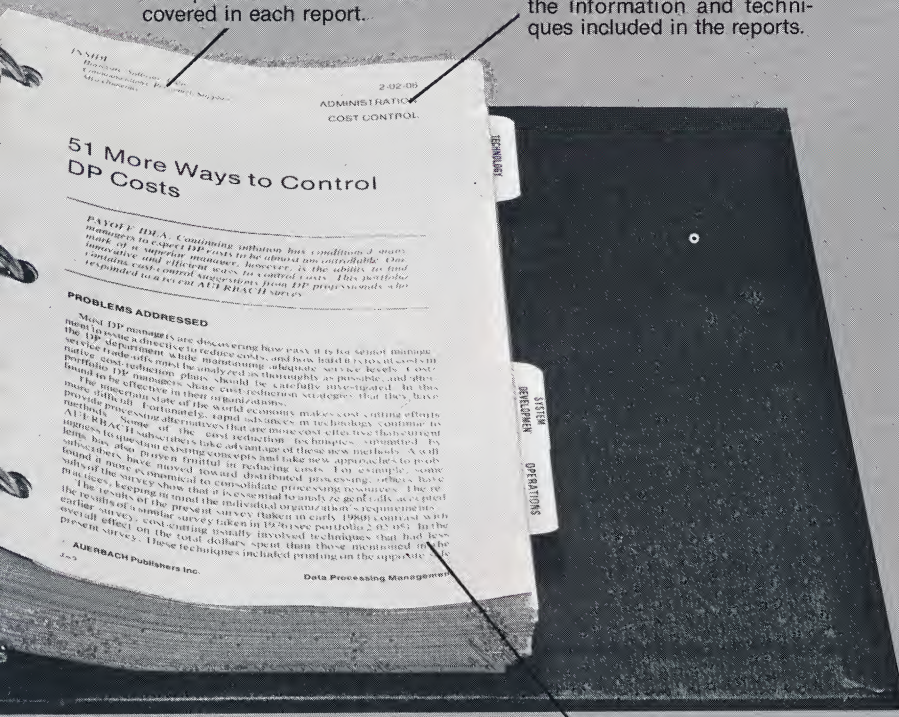
ing Management helps you keep aware of industry standards and their applicability to your installation. You also get valuable information on establishing and enforcing proper documentation conventions and techniques.

Q. Will this service help me evaluate new technologies?

A. Yes. Data Processing Management discusses and describes new technologies and tells the impact they are likely to have on the DP function. Key reports cover distributed processing management, computer system technology and data base management.

Capsule Overviews present — in concise language — a full picture of the ideas covered in each report.

Payoff Ideas highlight the benefits you can gain by using the information and techniques included in the reports.



In-Depth Reports give you practical, "how-to" information that you can implement immediately. And ... you get new and updated reports every other month!

DP executives

Featuring

Complete coverage of the full range of issues affecting DP executives.

Data Processing Management is a three-volume service that performs for you by providing comprehensive, reliable information on all the vital management issues.

And, as a subscriber, you get a wealth of "how-to" information to help you perform to your maximum executive potential.

Data Processing Management gives you comprehensive, detailed information ... the kind of information that has earned this bimonthly-updated reference the reputation as "the industry standard" among your colleagues.

Helps you manage systems ... and people, too!

Data Processing Management is designed for the person on the DP podium ... the one who must effectively orchestrate the activities of equipment and people.

This reference gives you the information you must have to successfully use the new technologies that are continually bursting upon the scene.

Plus ... It helps you solve "people problems", too.

Did you know that employee turnover costs U.S. industry more than \$11 billion per year? That's quite a chunk out of the national economic pie!

And research indicates that DP departments, with an average turnover rate of about 27 percent, are especially prone to excessive turnover. The effect of the problem on your budget becomes abundantly clear when you consider that it can easily cost \$3,500 or more to replace an employee with even minimal experience.

AUERBACH's Data processing Management provides proven ideas to help you **control** turnover and **increase** your effectiveness in managing a highly technical staff.

Discover Data Processing Management today! You will find this to be an absolutely essential source of management information.

As a subscriber, you get:

- ★ **Three information-filled volumes** ... Initially, you receive more than 165 individually-bound reports. Each report addresses a specific problem or issue; each delivers valuable information that helps you enhance organizational efficiency and profitability.
- ★ **Bimonthly updates** ... This service, like your responsibilities, continues to expand. Every other month, you get new reports containing fresh information and ideas. The supplements insure that you keep up with new management techniques and technological developments.
- ★ **Insights from recognized experts** ... Each Data Processing Management report is authored by a practitioner/expert in your field. This is what separates Data Processing Management from any other information source ... it gives you information based on practical experience, not "ivory tower" thinking.
- ★ **Management checklists** ... These are specialized, step-by-step guides to help you with planning and vendor negotiations ... Each checklist offers questions you should ask a vendor — or yourself — during planning or the negotiation process.

If any of the following titles is yours, Data Processing Management can play an important role for you!

- VP of Information Systems
- Director of Data Processing
- MIS Director
- DP Manager
- Project Manager
- Systems Development Manager
- Operations Manager
- Programming Manager
- Communications Manager
- Data Base Manager
- Senior Programmer
- Systems Analyst
- Consultant
- Librarian
- Corporate Administrator
- EDP Auditor
- Data Communications Manager
- Data Entry Manager

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Here's all you have to do ... just fill out and return the enclosed form and return it to us, or call us, toll-free, on the AUERBACH "Action Line" at 800-257-8162 (in N.J., call 609-662-2070), and we'll rush this three-volume service to you.

You will have the opportunity to examine the wide-ranging reports ... to implement some of the recommendations ... to circulate the reports among your staff ... **all without risk.** If, for any reason, you decide the service is less than we say it is, simply return the volumes and you will be under no further obligation.

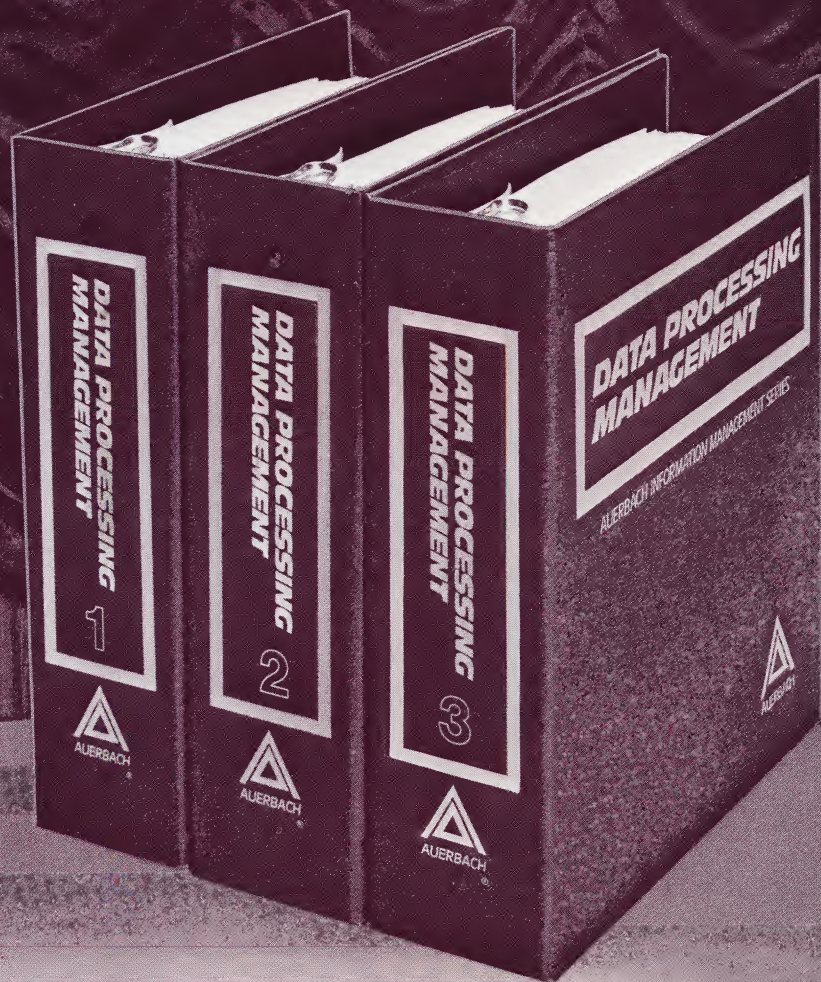
But we're sure that you will agree that this service quickly repays in benefits the low, one-year subscription price of \$285.

It's worth your while to take a good close look at Data Processing Management. Send for your free trial today!



DP executives

The Industry Standard



Rave Reviews!



Here's what subscribers say about Data Processing Management:

"Data Processing Management is a service we just wouldn't be without. It gives us a wealth of timely and practical DP management information. I use Data Processing Management, and so do many other professionals at our headquarters. The checklists are especially useful in planning and implementing numerous projects."

Colin F. Bate
Director of Corporate Systems
ITT Headquarters

"Data Processing Management has proven to be a good investment. We utilize it as a reference ... it has assisted us greatly in the development of operational standards."

John L. Harbison
Director, Systems/Procedures and
Computer Operations Department,
Maimonides Medical Center

The Information Company

For more than 20 years, professionals world-wide have looked to us as their Information Company. They know that the AUERBACH name stands for accuracy, reliability and excellence.

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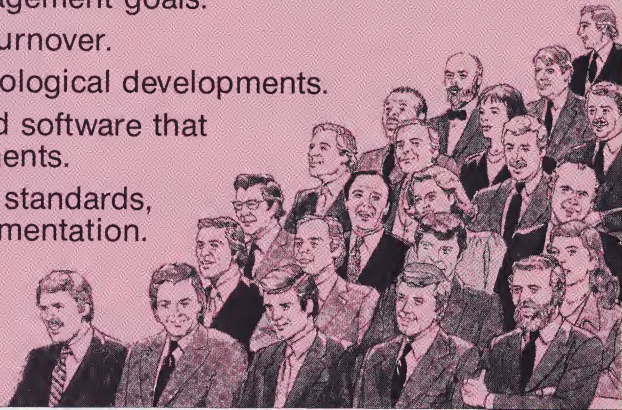


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AUERBACH Data Processing Management

Here's your ticket to a wealth of practical, "how-to" management information. **Data Processing Management** is a fact and idea-filled service designed specifically to help you to:

- ★ effectively manage the entire data processing environment.
- ★ keep DP activities in concert with corporate objectives.
- ★ perform to your maximum executive potential.
- ★ cut DP costs.
- ★ enhance efficiency and profitability for your organization.
- ★ effectively participate in the formulation of DP plans and management goals.
- ★ control personnel turnover.
- ★ evaluate new technological developments.
- ★ select hardware and software that meet your requirements.
- ★ specify appropriate standards, practices and documentation.



DP executives